Amendments to the Claims

1.   (Previously presented) A computer-based method for selling an item to a customer at a physical retail location, the method comprising the steps of:

(a)   receiving at the physical retail location an identifier associated with a physical token presented by a customer at the physical retail location;

(b)   accessing customer data from a database located somewhere other than the token based on the received identifier associated with the token;

(c)   identifying in the customer data a product order selected by the customer;

(d)   preparing the identified customer order at the retail location;

(e)   identifying in the customer data a preferred payment method for the customer;

(f)   executing payment by the customer for the selected order by the preferred payment method; and

(g)   providing the customer with the selected order at the retail location.

2.   (Original) The method of claim 1, wherein the token comprises an RFID tag, and step (a) comprises wirelessly reading a RFID tag presented by the customer.

3.   (Original) The method of claim 2 wherein the steps are performed in response to a single user action, the single user action comprising presenting the RFID tag to an RFID reader located in the retail location.

4.   (Original) The method of claim 1, wherein the token comprises a magnetic stripe card, and step (a) comprises reading a magnetic stripe card presented by a customer to a magnetic stripe reader.

5.   (Original) The method of claim 4 wherein the steps are performed in response to a single user action, the single user action comprising presenting the magnetic stripe card to a customer-accessible magnetic stripe card reader located in the retail location.

6.   (Original) The method of claim 1, further comprising, prior to step (a), the steps of:

     (1)   facilitating customer selection of a product order; and

     (2)   associating the customer selected product order with the customer.

7.   (Original) The method of claim 6 wherein step (1) comprises facilitating customer selection via the Internet.

8.   (Original) The method of claim 6 wherein step (1) comprises facilitating customer selection at a terminal located in the retail location.

9.   (Original) The method of claim 1 wherein step (b) comprises accessing customer data over the Internet.

10.   (Original) The method of claim 1 wherein step (b) comprises accessing customer data over a local area network.

11.   (Original) The method of claim 1 wherein step (b) comprises accessing customer data from a local database.

12.   (Original) The method of claim 1 wherein step (b) comprises accessing customer data from a database operated from a third party service provider.

13.   (Original) The method of claim 1 wherein step (f) comprises providing payment information to a POS device for execution.

14.   (Original) The method of claim 1 wherein step (f) comprises processing payment and providing an execution code indicating complete payment to a POS device.

15.   (Original) The method of claim 1 wherein step (f) comprises obtaining a count value associated with the token and if the count value is greater than zero, decrementing the count value.

16-31. Cancelled.

32.   (New) The method of claim 1 wherein the method comprises, prior to step (a), receiving at a web site, a product order from a customer.

33.   (New) The method of claim 32, wherein the product order comprises an order for a beverage.

34.   (New) The method of claim 33, wherein the product order further comprises an order for food.

35.   (New) The method of claim 32, wherein the product order comprises an order for a retail good.

36.   (New) The method of claim 32, wherein the product order comprises an order for a ticket.